



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
 United States Patent and Trademark Office
 Address: COMMISSIONER FOR PATENTS
 P.O. Box 1450
 Alexandria, Virginia 22313-1450
 www.uspto.gov

BIB DATA SHEET

CONFIRMATION NO. 4805

SERIAL NUMBER 10/767,050	FILING or 371(c) DATE 01/28/2004 RULE	CLASS 705	GROUP ART UNIT 2155	ATTORNEY DOCKET NO. SRCH-00101		
APPLICANTS Eduardo F. Llach, Palo Alto, CA;						
** CONTINUING DATA ***** This appln claims benefit of 60/443,358 01/28/2003						
** FOREIGN APPLICATIONS *****						
** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** ** SMALL ENTITY ** 06/14/2004						
Foreign Priority claimed <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No 35 USC 119(a-d) conditions met <input type="checkbox"/> Yes <input type="checkbox"/> No Verified and Acknowledged <u>/KEVIN T BATES/</u> <u>Examiner's Signature</u>		<input type="checkbox"/> Met after Allowance <u>Initials</u>	STATE OR COUNTRY CA	SHEETS DRAWINGS 4	TOTAL CLAIMS 35	INDEPENDENT CLAIMS 4
ADDRESS HAVERSTOCK & OWENS LLP 162 N WOLFE ROAD SUNNYVALE, CA 94086 UNITED STATES						
TITLE System for automatically selling and purchasing highly targeted and dynamic advertising impressions using a mixture of price metrics						
FILING FEE RECEIVED 563	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit			